

DUPLICATE

INVOICE



WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
Main: (248)827-7777
Billing: (877)290-6086

www.wxyz.com

Billing Address:

Davis Group (The)
Attention: Pam Newby
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Send Payment To:

WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

Invoice #	Invoice Date	Invoice Month	Invoice Period
314888-1	10/28/12	October 2012	10/01/12 - 10/26/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for MI	1362

Flight Dates	Order #	Alt Order #
10/17/12 - 10/26/12	314888	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/17/12	10/19/12	7 Action News This Morni	430a-5a	--WTF--	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 3 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 4:42 AM 7 Action News This Morning 430a-5a :30 CMI TV113 \$300.00 NM 2 WXYZ Th 10/18/12 4:38 AM 7 Action News This Morning 430a-5a :30 CMI TV113 \$300.00 NM 3 WXYZ F 10/19/12 4:51 AM 7 Action News This Morning 430a-5a :30 CMI TV115 \$300.00 NM									
2	10/17/12	10/19/12	5am News M-F	5-6am M-F	--WTF--	:30	3	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 3 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 5:19 AM 5am News M-F 5-6am M-F :30 CMI TV109 \$900.00 NM 3 WXYZ Th 10/18/12 5:53 AM 5am News M-F 5-6am M-F :30 CMI TV115 \$900.00 NM 2 WXYZ F 10/19/12 5:54 AM 5am News M-F 5-6am M-F :30 CMI TV113 \$900.00 NM									
3	10/17/12	10/19/12	Action News 6am	6-7am M-F	--WTF--	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WXYZ W 10/17/12 6:29 AM Action News 6am 6-7am M-F :30 CMI TV113 \$2,000.00 NM 1 WXYZ Th 10/18/12 6:37 AM Action News 6am 6-7am M-F :30 CMI TV113 \$2,000.00 NM 2 WXYZ F 10/19/12 6:52 AM Action News 6am 6-7am M-F :30 CMI TV115 \$2,000.00 NM									
4	10/17/12	10/19/12	M-F 7-9am	7-9am M-F	--WTF--	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 7:55 AM M-F 7-9am 7-9am M-F :30 CMI TV113 \$2,000.00 NM 3 WXYZ Th 10/18/12 8:41 AM M-F 7-9am 7-9am M-F :30 CMI TV115 \$2,000.00 NM 2 WXYZ F 10/19/12 7:26 AM M-F 7-9am 7-9am M-F :30 CMI TV113 \$2,000.00 NM									



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Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI	1362	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/21/12	10/21/12	Action News SUN 6am	SUN 6-7am	-----S	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/21/12 6:27 AM Action News SUN 6am SUN 6-7am :30 CMI TV115 \$500.00 NM									
6	10/18/12	10/18/12	M-F 9a-10a	9-10am M-F	---T---	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Th 10/18/12 9:55 AM M-F 9a-10a 9-10am M-F :30 CMI TV113 \$1,000.00 NM									
7	10/17/12	10/19/12	M-F 10a-11a	10-11am M-F	--W-F--	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --W-F-- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 10:56 AM M-F 10a-11a 10-11am M-F :30 CMI TV113 \$800.00 NM 2 WXYZ F 10/19/12 10:20 AM M-F 10a-11a 10-11am M-F :30 CMI TV115 \$800.00 NM									
8	10/17/12	10/19/12	M-F 12-1pm	12-1pm	--WTF--	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 12:14 PM M-F 12-1pm 12-1pm :30 CMI TV109 \$1,200.00 NM 3 WXYZ Th 10/18/12 12:10 PM M-F 12-1pm 12-1pm :30 CMI TV115 \$1,200.00 NM 2 WXYZ F 10/19/12 12:10 PM M-F 12-1pm 12-1pm :30 CMI TV113 \$1,200.00 NM									
9	10/17/12	10/19/12	2-3pm General Hospital	2-3pm M-F	--WTF--	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 2:24 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV113 \$1,200.00 NM 2 WXYZ Th 10/18/12 2:23 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV115 \$1,200.00 NM 3 WXYZ F 10/19/12 2:25 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV113 \$1,200.00 NM									
10	10/17/12	10/19/12	M-F 3p-4p	3-4pm M-F	--WTF--	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 3 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 3:27 PM M-F 3p-4p 3-4pm M-F :30 CMI TV115 \$1,000.00 NM 2 WXYZ Th 10/18/12 3:14 PM M-F 3p-4p 3-4pm M-F :30 CMI TV113 \$1,000.00 NM 3 WXYZ F 10/19/12 3:15 PM M-F 3p-4p 3-4pm M-F :30 CMI TV115 \$1,000.00 NM									
11	10/17/12	10/19/12	5-6pm M-F	5-6pm M-F	--WTF--	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 5:43 PM 5-6pm M-F 5-6pm M-F :30 CMI TV115 \$2,000.00 NM 2 WXYZ Th 10/18/12 5:20 PM 5-6pm M-F 5-6pm M-F :30 CMI TV113 \$2,000.00 NM 3 WXYZ F 10/19/12 5:36 PM 5-6pm M-F 5-6pm M-F :30 CMI TV113 \$2,000.00 NM									

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Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI	1362	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/17/12	10/19/12	M-F 7-730p	7-730pm M-F	--WTF--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 7:27 PM M-F 7-730p 7-730pm M-F :30 CMI TV115 \$2,500.00 NM 2 WXYZ Th 10/18/12 7:11 PM M-F 7-730p 7-730pm M-F :30 CMI TV115 \$2,500.00 NM 3 WXYZ F 10/19/12 7:29 PM M-F 7-730p 7-730pm M-F :30 CMI TV115 \$2,500.00 NM									
13	10/20/12	10/20/12	Sa 7-8p	7pm Sat	-----S-	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 10/20/12 7:45 PM Sa 7-8p 7pm Sat :30 CMI TV115 \$2,000.00 NM									
14	10/21/12	10/21/12	Su 6-630p	6-630pm Sun	-----S	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/21/12 6:09 PM Su 6-630p 6-630pm Sun :30 CMI TV113 \$1,800.00 NM									
15	10/17/12	10/19/12	M-F 730-8pm	730-8pm M-F	--WTF--	:30	3	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 3 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXYZ W 10/17/12 7:41 PM M-F 730-8pm 730-8pm M-F :30 CMI TV113 \$3,000.00 NM 1 WXYZ Th 10/18/12 7:39 PM M-F 730-8pm 730-8pm M-F :30 CMI TV113 \$3,000.00 NM 3 WXYZ F 10/19/12 7:55 PM M-F 730-8pm 730-8pm M-F :30 CMI TV113 \$3,000.00 NM									
16	10/17/12	10/17/12	Wednesday Prime A	8-9pm Wednesday	--W----	:30	1	\$7,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --W---- 1 \$7,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 8:17 PM Wednesday Prime A 8-9pm Wednesday :30 CMI TV113 \$7,500.00 NM									
17	10/17/12	10/17/12	Wednesday Prime C	10-11pm Wednesday	--W----	:30	1	\$7,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --W---- 1 \$7,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 10/17/12 10:42 PM Wednesday Prime C 10-11pm Wednesday :30 CMI TV115 \$7,500.00 NM									
18	10/18/12	10/18/12	Thursday Prime B	9-10pm Thursday	---T---	:30	1	\$15,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$15,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Th 10/18/12 8:59 PM Thursday Prime B 9-10pm Thursday :30 CMI TV113 \$15,000.00 NM									
19	10/18/12	10/18/12	Thursday Prime C	10-11pm Thursday	---T---	:30	1	\$7,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$7,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Th 10/18/12 10:32 PM Thursday Prime C 10-11pm Thursday :30 CMI TV115 \$7,500.00 NM									

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Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI	1362	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
20	10/19/12	10/19/12	Friday Prime A	8-9pm Friday	----F--	:30	1	\$3,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	----F--	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	F	10/19/12	8:20 PM	Friday Prime A	8-9pm Friday	:30	CMI TV115	\$3,000.00 NM
21	10/19/12	10/19/12	Friday Prime B	9-10pm Friday	----F--	:30	1	\$4,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	----F--	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	F	10/19/12	9:40 PM	Friday Prime B	9-10pm Friday	:30	CMI TV113	\$4,000.00 NM
22	10/20/12	10/20/12	ABC's Saturday Night Foc	SA 8pm-1130pm	-----S-	:30	1	\$4,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/20/12	9:05 PM	ABC's Saturday Night Football	SA 8pm-1130pm	:30	CMI TV113	\$4,000.00 NM
23	10/21/12	10/21/12	Sunday Prime A	7-8pm Sunday	-----S	:30	1	\$8,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$8,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/21/12	7:43 PM	Sunday Prime A	7-8pm Sunday	:30	CMI TV115	\$8,000.00 NM
24	10/21/12	10/21/12	Sunday Prime D	10-11pm Sunday	-----S	:30	1	\$7,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$7,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/21/12	10:33 PM	Sunday Prime D	10-11pm Sunday	:30	CMI TV113	\$7,000.00 NM
25	10/17/12	10/20/12	11pm Action News Updat	11-1135pm M-Sun	--W-FS-	:30	3	\$4,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--W-FS-	3	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXYZ	W	10/17/12	11:23 PM	11pm Action News Update	11-1135pm M-Sun	:30	CMI TV115	\$4,000.00 NM
1	WXYZ	F	10/19/12	11:33 PM	11pm Action News Update	11-1135pm M-Sun	:30	CMI TV115	\$4,000.00 NM
3	WXYZ	Sa	10/20/12	12:23 AM	11pm Action News Update	11-1135pm M-Sun	:30	CMI TV115	\$4,000.00 NM
26	10/21/12	10/21/12	SU 1130p-12a	1130pm-12am	-----S	:30	1	\$3,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/21/12	11:40 PM	SU 1130p-12a	1130pm-12am	:30	CMI TV115	\$3,000.00 NM
27	10/17/12	10/19/12	Jimmy Kimmel Live	1205am-105am M-F	--WTF--	:30	3	\$750.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--WTF--	3	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	W	10/17/12	1:00 AM	Jimmy Kimmel Live	1205am-105am M-F	:30	CMI TV109	\$750.00 NM
3	WXYZ	Th	10/18/12	1:00 AM	Jimmy Kimmel Live	1205am-105am M-F	:30	CMI TV113	\$750.00 NM
2	WXYZ	F	10/19/12	12:50 AM	Jimmy Kimmel Live	1205am-105am M-F	:30	CMI TV113	\$750.00 NM



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CARE for Michigan	CARE for MI	1362	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
28	10/17/12	10/19/12	M-F 12-1pm	12-1pm	--WTF--	:30	2	\$505.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 2 \$505.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Th 10/18/12 12:58 PM M-F 12-1pm 12-1pm :30 CMI TV113 \$505.00 NM									
2 WXYZ F 10/19/12 12:28 PM M-F 12-1pm 12-1pm :30 CMI TV115 \$505.00 NM									
29	10/18/12	10/18/12	Thursday Prime C	10-11pm Thursday	---T---	:30	1	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Th 10/18/12 11:00 PM Thursday Prime C 10-11pm Thursday :30 CMI TV113 \$5,000.00 NM									
30	10/17/12	10/21/12	11pm Action News Updat	11-1135pm M-Sun	--WTFSS	:30	2	\$1,125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTFSS 2 \$1,125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Th 10/18/12 11:34 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV115 \$1,125.00 NM									
2 WXYZ Sa 10/20/12 12:29 AM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV113 \$1,125.00 NM									
31	10/18/12	10/18/12	Thursday Prime A	8-9pm Thursday	---T---	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Th 10/18/12 8:41 PM Thursday Prime A 8-9pm Thursday :30 CMI TV115 \$4,000.00 NM									
32	10/17/12	10/19/12	M-F 3p-4p	3-4pm M-F	--WTF--	:30	4	\$860.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --WTF-- 4 \$860.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ W 10/17/12 3:59 PM M-F 3p-4p 3-4pm M-F :30 CMI TV113 \$860.00 NM									
2 WXYZ Th 10/18/12 3:56 PM M-F 3p-4p 3-4pm M-F :30 CMI TV115 \$860.00 NM									
3 WXYZ F 10/19/12 3:39 PM M-F 3p-4p 3-4pm M-F :30 CMI TV113 \$860.00 NM									
4 WXYZ F 10/19/12 3:56 PM M-F 3p-4p 3-4pm M-F :30 CMI TV115 \$860.00 NM									
33	10/22/12	10/26/12	7 Action News This Morni	430a-5a	MTWTF--	:30	5	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 5 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXYZ M 10/22/12 4:50 AM 7 Action News This Morning 430a-5a :30 CMI TV113 \$300.00 NM									
1 WXYZ Tu 10/23/12 4:52 AM 7 Action News This Morning 430a-5a :30 CMI TV111 \$300.00 NM									
5 WXYZ W 10/24/12 4:49 AM 7 Action News This Morning 430a-5a :30 CMI TV112H \$300.00 NM									
2 WXYZ Th 10/25/12 4:38 AM 7 Action News This Morning 430a-5a :30 CMI TV112H \$300.00 NM									
3 WXYZ F 10/26/12 4:36 AM 7 Action News This Morning 430a-5a :30 CMI TV112H \$300.00 NM									
34	10/23/12	10/25/12	5am News M-F	5-6am M-F	-T-T---	:30	2	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -T-T--- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXYZ Tu 10/23/12 5:41 AM 5am News M-F 5-6am M-F :30 CMI TV115 \$900.00 NM									
1 WXYZ Th 10/25/12 5:19 AM 5am News M-F 5-6am M-F :30 CMI TV120H \$900.00 NM									



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DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
314888-1	10/28/12	October 2012	10/01/12 - 10/26/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI	1362	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
35	10/22/12	10/26/12	Action News 6am	6-7am M-F	M- W- F- -	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M- W- F- - 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/22/12 6:49 AM Action News 6am 6-7am M-F :30 CMI TV115 \$2,000.00 NM									
2 WXYZ W 10/24/12 6:43 AM Action News 6am 6-7am M-F :30 CMI TV120H \$2,000.00 NM									
3 WXYZ F 10/26/12 6:09 AM Action News 6am 6-7am M-F :30 CMI TV120H \$2,000.00 NM									
36	10/22/12	10/26/12	M-F 7-9am	7-9am M-F	MTWTF- -	:30	5	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF- - 5 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/22/12 7:48 AM M-F 7-9am 7-9am M-F :30 CMI TV113 \$2,000.00 NM									
2 WXYZ Tu 10/23/12 7:25 AM M-F 7-9am 7-9am M-F :30 CMI TV111 \$2,000.00 NM									
4 WXYZ W 10/24/12 7:42 AM M-F 7-9am 7-9am M-F :30 CMI TV112H \$2,000.00 NM									
3 WXYZ Th 10/25/12 7:55 AM M-F 7-9am 7-9am M-F :30 CMI TV112H \$2,000.00 NM									
5 WXYZ F 10/26/12 7:26 AM M-F 7-9am 7-9am M-F :30 CMI TV112H \$2,000.00 NM									
37	10/22/12	10/26/12	M-F 10a-11a	10-11am M-F	- - W- F- -	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 - - W- F- - 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ W 10/24/12 10:35 AM M-F 10a-11a 10-11am M-F :30 CMI TV120H \$800.00 NM									
2 WXYZ F 10/26/12 10:46 AM M-F 10a-11a 10-11am M-F :30 CMI TV120H \$800.00 NM									
38	10/22/12	10/26/12	M-F 12-1pm	12-1pm	MTWTF- -	:30	5	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF- - 5 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXYZ M 10/22/12 12:12 PM M-F 12-1pm 12-1pm :30 CMI TV115 \$1,200.00 NM									
2 WXYZ Tu 10/23/12 12:47 PM M-F 12-1pm 12-1pm :30 CMI TV115 \$1,200.00 NM									
4 WXYZ W 10/24/12 12:45 PM M-F 12-1pm 12-1pm :30 CMI TV112H \$1,200.00 NM									
5 WXYZ Th 10/25/12 12:12 PM M-F 12-1pm 12-1pm :30 CMI TV120H \$1,200.00 NM									
1 WXYZ F 10/26/12 12:47 PM M-F 12-1pm 12-1pm :30 CMI TV112H \$1,200.00 NM									
39	10/22/12	10/26/12	2-3pm General Hospital	2-3pm M-F	MTWTF- -	:30	5	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF- - 5 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXYZ M 10/22/12 2:22 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV111 \$1,200.00 NM									
1 WXYZ Tu 10/23/12 2:21 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV112H \$1,200.00 NM									
2 WXYZ W 10/24/12 2:59 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV120H \$1,200.00 NM									
5 WXYZ Th 10/25/12 2:59 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV112H \$1,200.00 NM									
3 WXYZ F 10/26/12 2:59 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV120H \$1,200.00 NM									

INVOICE

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Invoice #	Invoice Date	Invoice Month	Invoice Period
314888-1	10/28/12	October 2012	10/01/12 - 10/26/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI	1362	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
40	10/22/12	10/26/12	M-F 3p-4p	3-4pm M-F	MTWTF--	:30	5	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 5 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXYZ M 10/22/12 3:38 PM M-F 3p-4p 3-4pm M-F :30 CMI TV115 \$1,000.00 NM									
1 WXYZ Tu 10/23/12 3:38 PM M-F 3p-4p 3-4pm M-F :30 CMI TV120H \$1,000.00 NM									
2 WXYZ W 10/24/12 3:37 PM M-F 3p-4p 3-4pm M-F :30 CMI TV112H \$1,000.00 NM									
5 WXYZ Th 10/25/12 3:56 PM M-F 3p-4p 3-4pm M-F :30 CMI TV120H \$1,000.00 NM									
3 WXYZ F 10/26/12 3:26 PM M-F 3p-4p 3-4pm M-F :30 CMI TV112H \$1,000.00 NM									
41	10/22/12	10/26/12	5-6pm M-F	5-6pm M-F	MTWTF--	:30	5	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 5 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXYZ M 10/22/12 5:15 PM 5-6pm M-F 5-6pm M-F :30 CMI TV111 \$2,000.00 NM									
1 WXYZ Tu 10/23/12 5:10 PM 5-6pm M-F 5-6pm M-F :30 CMI TV112H \$2,000.00 NM									
4 WXYZ W 10/24/12 5:34 PM 5-6pm M-F 5-6pm M-F :30 CMI TV120H \$2,000.00 NM									
5 WXYZ Th 10/25/12 5:16 PM 5-6pm M-F 5-6pm M-F :30 CMI TV112H \$2,000.00 NM									
3 WXYZ F 10/26/12 5:23 PM 5-6pm M-F 5-6pm M-F :30 CMI TV121H \$2,000.00 NM									
42	10/22/12	10/26/12	M-F 730-8pm	730-8pm M-F	MTWTF--	:30	5	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 5 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXYZ M 10/22/12 M-F 730-8pm 730-8pm M-F :00 \$3,000.00 NM									
Credited									
2 WXYZ Tu 10/23/12 7:40 PM M-F 730-8pm 730-8pm M-F :30 CMI TV112H \$3,000.00 NM									
1 WXYZ W 10/24/12 7:41 PM M-F 730-8pm 730-8pm M-F :30 CMI TV112H \$3,000.00 NM									
4 WXYZ Th 10/25/12 7:55 PM M-F 730-8pm 730-8pm M-F :30 CMI TV120H \$3,000.00 NM									
5 WXYZ F 10/26/12 7:40 PM M-F 730-8pm 730-8pm M-F :30 CMI TV112H \$3,000.00 NM									
43	10/22/12	10/22/12	Detroit Lions Football	830-1130p	M-----	:30	1	\$30,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$30,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/22/12 11:54 PM Detroit Lions Football 830-1130p :30 CMI TV115 \$30,000.00 NM									
44	10/23/12	10/23/12	Tuesday Prime B	9-10pm Tuesday	-T-----	:30	1	\$10,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -T----- 1 \$10,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/23/12 9:47 PM Tuesday Prime B 9-10pm Tuesday :30 CMI TV112H \$10,000.00 NM									
45	10/23/12	10/23/12	Tuesday Prime C	10-11pm Tuesday	-T-----	:30	1	\$7,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -T----- 1 \$7,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/23/12 10:35 PM Tuesday Prime C 10-11pm Tuesday :30 CMI TV120H \$7,500.00 NM									



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314888-1	10/28/12	October 2012	10/01/12 - 10/26/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI	1362	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
46	10/24/12	10/24/12	Wednesday Prime B	9-10pm Wednesday	--W----	:30	1	\$15,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$15,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	W	10/24/12	8:59 PM	Wednesday Prime B	9-10pm Wednesday	:30	CMI TV120H	\$15,000.00 NM
47	10/25/12	10/25/12	Thursday Prime B	9-10pm Thursday	---T---	:30	1	\$15,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	---T---	1	\$15,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Th	10/25/12	8:59 PM	Thursday Prime B	9-10pm Thursday	:30	CMI TV112H	\$15,000.00 NM
48	10/26/12	10/26/12	Friday Prime A	8-9pm Friday	----F--	:30	1	\$3,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	F	10/26/12	8:22 PM	Friday Prime A	8-9pm Friday	:30	CMI TV120H	\$3,000.00 NM
49	10/22/12	10/26/12	Jimmy Kimmel Live	1205am-105am M-F	MTWTF--	:30	5	\$750.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	MTWTF--	5	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	M	10/22/12	1:29 AM	Jimmy Kimmel Live	1205am-105am M-F	:30	CMI TV113	\$750.00 NM
2	WXYZ	Tu	10/23/12	12:57 AM	Jimmy Kimmel Live	1205am-105am M-F	:30	CMI TV120H	\$750.00 NM
3	WXYZ	W	10/24/12	12:39 AM	Jimmy Kimmel Live	1205am-105am M-F	:30	CMI TV120H	\$750.00 NM
5	WXYZ	Th	10/25/12	12:45 AM	Jimmy Kimmel Live	1205am-105am M-F	:30	CMI TV112H	\$750.00 NM
4	WXYZ	F	10/26/12	12:44 AM	Jimmy Kimmel Live	1205am-105am M-F	:30	CMI TV121H	\$750.00 NM
50	10/22/12	10/25/12	11pm Action News Update	11-1135pm M-Sun	M--T---	:30	2	\$4,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M--T---	2	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	M	10/22/12	12:22 AM	11pm Action News Update	11-1135pm M-Sun	:30	CMI TV111	\$4,000.00 NM
2	WXYZ	Th	10/25/12	11:22 PM	11pm Action News Update	11-1135pm M-Sun	:30	CMI TV120H	\$4,000.00 NM
51	10/22/12	10/26/12	Nightline	1135pm-1205am M	M-W-F--	:30	3	\$3,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-W-F--	3	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	M	10/22/12	12:41 AM	Nightline	1135pm-1205am M	:30	CMI TV115	\$3,000.00 NM
2	WXYZ	W	10/24/12	11:44 PM	Nightline	1135pm-1205am M	:30	CMI TV112H	\$3,000.00 NM
3	WXYZ	F	10/26/12	12:01 AM	Nightline	1135pm-1205am M	:30	CMI TV121H	\$3,000.00 NM

Total Spots **119** Gross Total **\$312,800.00**

Payment Terms 30 Days

Agency Commission **\$46,920.00**
Net Amount Due **\$265,880.00**